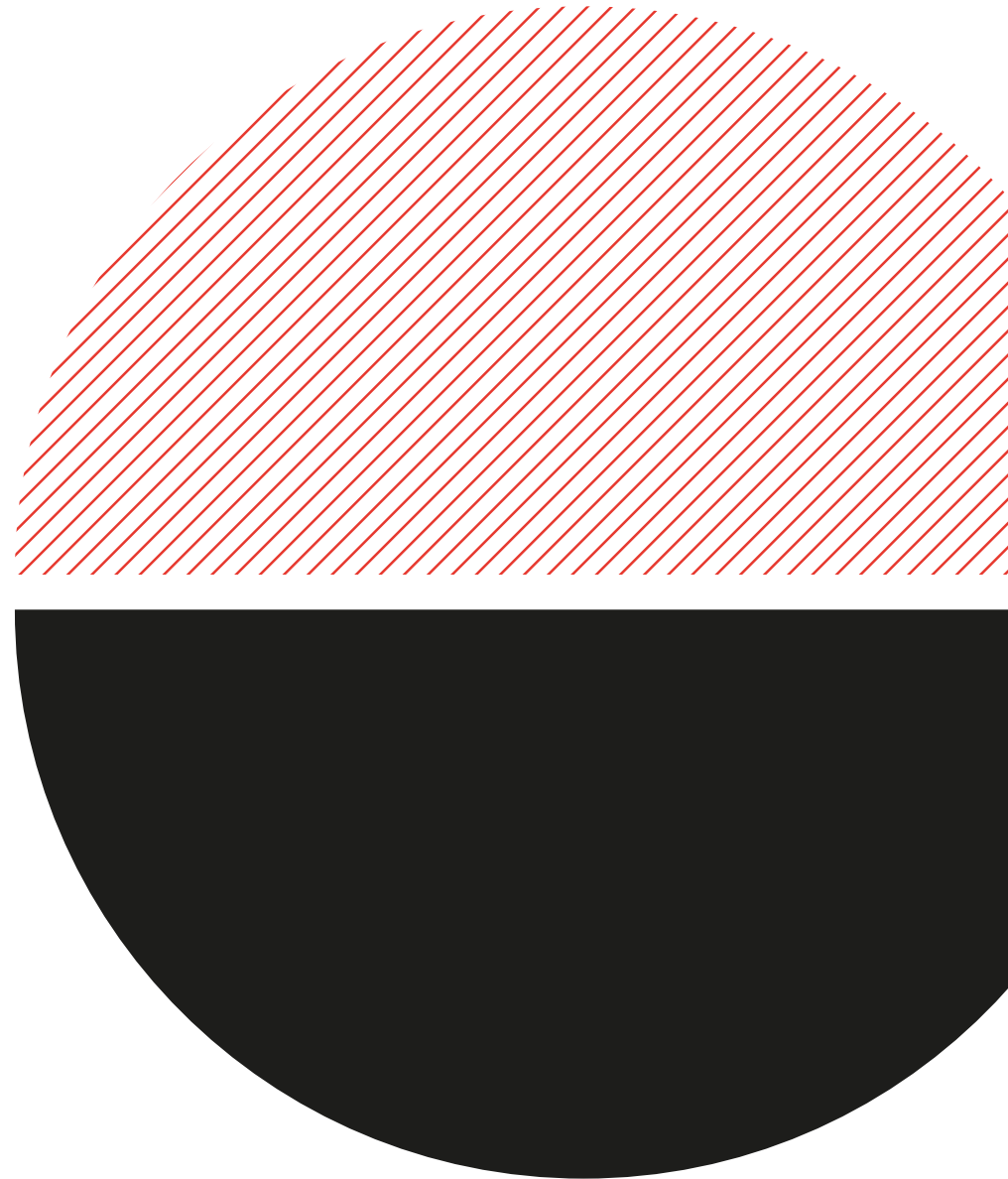


# BOOTCAMPS

## Summer 2023



# What is a bootcamp?

Bootcamps are immersive programs that work closely with companies and field specialists to identify the needs of the industry, adjusting the learning experience of their participants to the latest trends and practices.

It is an intensive course designed to train students in the skills needed to start working immediately on a specific area, and therefore focuses on getting practical training in a short time to give the necessary skills to those who want to strengthen their requested knowledge while networking with individuals and companies in their respective fields.



# Bootcamps 2023

At EAE, we work closely with more than 5.300 companies from different sectors, which allows us to be updated with the latest trends and ever-changing industries from expert professionals.

Because of our vocation to promote and train future managers and leaders to the best of our abilities, we have developed an immersive training course that allows us to impact people who want to have a better understanding and develop a skill set that will allow them to apply it in their careers.

Bootcamps are intensive courses designed to train students and professionals with the need to start working immediately on a specific area and therefore focus on getting practical training in a short time to give the necessary skills to those who want to strengthen their requested knowledge while networking with individuals and companies in their respective fields.

## Sports Sponsorship & Brand Management

17th - 21st July 2023

**Learn how to manage and operate a sports business.**

The function, objectives, and strategies of sponsorship from the sponsor's point of view. What brands look for in a campaign and how they measure the return on investment

**Opportunity to visit different sports clubs, organizations, and sporting marketing agencies** to get to know the reality of the sports industry and in this way expand the contents that are worked on in the bootcamp.



## How to Build an MVP & Launch a Start-Up

10th - 14th July 2023

**An immersive course that helps future entrepreneurs**

learn how to build their businesses from the start while quickly determining if they have a viable business opportunity and focusing on the crucial next steps.

**Meet founders**, startup companies, and successful entrepreneurs to learn about their experiences and innovative skills and gain experience with building new ventures with interdisciplinary teams.



## Data-Driven Decision Making for Business

17th - 21st July 2023

**Acquire knowledge about different technologies and best practices**

in the application of methodologies that impact business processes for the best data-driven management. Learn first-hand about the difficulties and challenges faced by professionals implementing these types of projects in the industry.

**Company visits** aim to understand how all these concepts and technologies can be used in the day-to-day running of an organization.



# Why EAE Business School?

EAE is to Barcelona what Barcelona is to EAE: welcoming and open; dynamic and flexible; creative and technological; modern and innovative. Our school, just like our city, offers endless opportunities to develop both personally and professionally thanks to the great concentration of talent and ideas that end up becoming tangible human and economic wealth.

**+65,000**

executives have passed  
through EAE's classrooms

**72 countries**  
**5 continents**

represented in EAE's  
classrooms

**95%**

students with  
professional experience



The need for professional training is constant, as the world around us is uncertain. In this new reality, we have developed protocols and methodologies in order to make sure that our students can continue to receive a high-quality education and keep developing professionally at our campus. We are a community committed to education, wellbeing, and everyone's safety. Since being founded in 1958, over 65,000 executives have passed through EAE's classrooms. The school has participants from over 72 countries on five continents, with 95% of the students having professional experience.





# To whom?

The bootcamps are for individuals that have some academic background from their studies or professional experience and would like to further their knowledge to apply them to their work experience.



It is also for those who would like to have an immersive experience with the best entrepreneurs and professionals in the field. Students will participate in different organizations and companies to understand their day-to-day operations and how they face the many challenges that come from managing a business.



# A Business School for Explorers

More than a business school.

Welcome to the international business school that champions innovation as its mother tongue. Welcome to the meeting point between people, companies and the business environment. Welcome to a global ecosystem where professionals and entrepreneurs connect with a purpose. Welcome to where we drive sustainable employability in society. Welcome to the here and now.

## What Inspires Us

We are EAE Business School and we have a purpose that drives us to do everything we do: promoting positive, constant and sustainable change through training, knowledge and research.

## What Defines Us

We have an explorer spirit that takes us beyond what is expected from a business school. We are as international as we are close to you. We anticipate and adapt to the context in which we live through practical programmes that are centred on the participants. We foster critical observation and innovative thinking in people, so that they will lead the sustainable transformation of organisations.

## What Moves Us (Forward)

Being an innovative business school, a reference in the international arena; a business school that trains people-professionals for the real and tangible transformation of companies and society.

## Program directors



**Francesc Cruces**

Sport Management  
Master's Director



**Armando Salvador**

Marketing & eCommerce  
Master's Director & Start-ups EAE Lab Director



**Faustino Lozano**

Data Intelligence &  
Analytics Director



# Our Bootcamp Methodology

Our methodology aims to improve participants' skills through training and mentoring. The training is structured with a series of mechanisms that perfectly balance the student's development while experiencing the innovative environment of Barcelona in the company of the best EAE trainers. These mechanisms have been designed to provide the best training possible, focusing on the following pillars: Mentoring, Knowledge Application, Networking and Environment.



## Mentoring

As part of the intensive training, key speakers will join the course to talk about the different approaches they have used to succeed in their respective careers.



## Knowledge Application

Training conducted by industry experts to prepare students for the highest capacities.



## Global Networking

We believe that providing a space where successful leaders, peers and educators can meet can enhance students' ability to connect and find future partners and mentors, maximising the intensive course experience.



## Environment

Catalonia has established itself as a leading centre for start-ups in Southern Europe, producing exciting start-ups in a wide range of industries and nurturing them from early stages to unicorns. We believe that training in the midst of this innovative hub will be beneficial for students as they will get to know real, Barcelona-based companies and develop their skills in the best possible environment.



**BOOTCAMP**

# Sports Sponsorship & Brand Management





# BOOTCAMP

## Sports Sponsorship & Brand Management

At EAE, we work on aspects such as leadership, innovation, public speaking and negotiation from a practical and experiential perspective. Through a programme of visits to centres and reference institutes in the sports industry, you will experience first-hand what managing a sports business is like.

The Bootcamp programme is an opportunity to learn about the reality of the sports industry, adapted to current trends that will allow you to manage any department in clubs, associations, local companies or multinational sports companies and network with a wide range of people from the industry and colleagues. We focus on some of the soft skills that we believe are critical to working in this complex and changing industry.



### Purpose

Experience first-hand the reality of the sports management industry.



### Objective

Deepen your knowledge of the areas of the sport that are trending and have the greatest potential for growth, as well as the difficulties and challenges professionals face in implementing these methods in the industry.

Our learning methodology and our close relationship with the business world will provide you with practical experience in the resolution of real industry cases in collaboration with companies from the sector.

# BOOTCAMP

## Sports Sponsorship & Brand Management

### Schedule

9h to 19.30h

Monday to Friday



#### Governance

Knowledge of the organisations that govern and regulate sport at the national and international level, as well as their jurisdiction and hierarchy as a necessary part of sports business management.



#### Facilities

This course provides participants with an intensive understanding of the various key aspects of working in different types of organisations that manage venues, such as public venues, fitness centres or private clubs.



#### Digital Strategy

As part of the digital strategy of sports organisations, digital marketing is an overarching tool to activate and increase sales and the opportunities that digital channels open up for organisations to shape their products.



#### Legal Environment

This course will introduce the student to the financial structure and the criteria of control and management of sports properties as well as their legal and regulatory context.



#### Sponsorship

Sponsorship and commercial revenue are one of the financial mainstays of major sports companies and the primary source of revenue for many others. This course will look at current sponsorship strategies from different angles: from the perspective of the sponsored, but also the sponsor's point of view.



#### Hands On Training

Apply the knowledge gained in the various courses and develop and present a pitch to find sponsors at various sports organisations, create brand awareness, understand the legal context of the sports industry, while developing a sense and criteria for selecting key sponsors for your clients.

# BOOTCAMP

## Sports Sponsorship & Brand Management

### Company visits

Barcelona offers unique opportunities to meet face-to-face with some of the leading national and international sports organisations. We will use the opportunity of the residency to make some of the following visits:

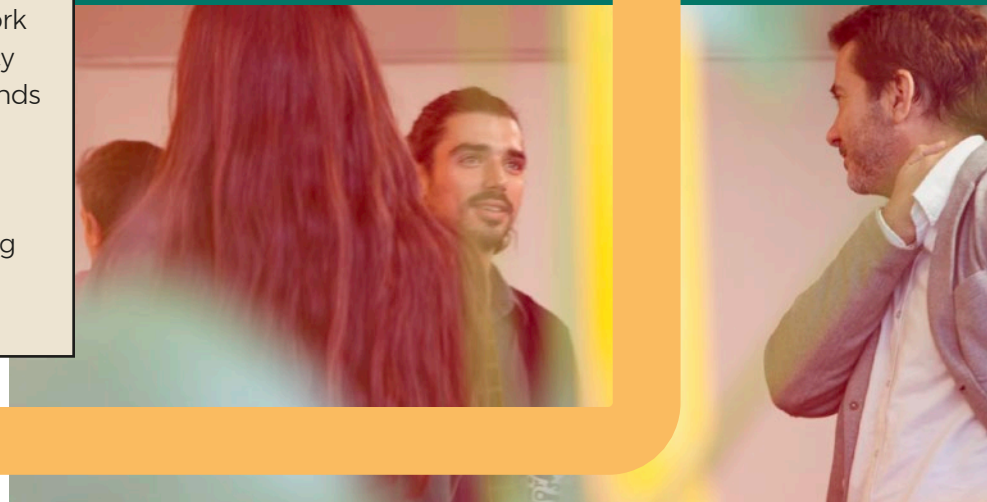
#### **CATALUNYA SPEED CIRCUIT:**

we discover what lies behind a place that hosts major events such as Formula 1 or Moto GP, but also offers important activities throughout the rest of the year.



#### **SPORTS MARKETING AGENCY:**

We learn about the daily work of a sports marketing agency that works with leading brands and companies to promote the careers of professional athletes by optimising their performances, strengthening their personal brand and monetising their careers.





**BOOTCAMP**

# How to Build an MVP & Launch a Start-Up



# BOOTCAMP

## How to Build an MVP & Launch a Start-Up

In this bootcamp, you will acquire the entrepreneurial skills and techniques that will improve the chances of success for your business or projects. Through a network of contacts, visits from experts and the identification of steps that lead to success, participants will learn from the experiences of successful entrepreneurs on how to start and grow their businesses.



### Purpose

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Encourage creativity and turn ideas into projects.



### Objective

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To enable participants to take a project from concept to MVP.

# BOOTCAMP

## How to Build an MVP & Launch a Start-Up

### Schedule

9h to 19.30h

Monday to Friday



### Stakeholders & Value

Through an overview of the stakeholder value, students can understand better how to create the best possible levels of return for their stakeholders.



### Customer Journey & Lightning

Customer journeys map how your customers use your products and services. Measure and understand the problems, needs and experiences that customers or buyer persona goes through before making a purchase.



### Business Model Canvas

The Business Model Canvas provides visual representation of a business model, highlighting all key strategic factors. It allows students a tool to analyse, structure, and evolve a business while always keeping the bigger vision in mind.



### Financials for Entrepreneurs

Financial literacy enables entrepreneurs to take responsibility for their financials and maintain a sharp focus on costs, which are critical in maximizing a business's chance of survival.



### Master Class Pitching

Learn how to effectively express your ideas by developing a pitching strategy.



### Hands On Training

Learn how to develop and launch your minimum viable product.



# BOOTCAMP

## How to Build an MVP & Launch a Start-Up

### Company visits

Barcelona is a growing hub of international and national talent aimed to develop and create the next batch of successful startups while striving to innovate and find the best methodologies to apply in their companies.

Entrepreneurial testimonies and company visits will allow us to gather insights into the minds that have built successful businesses while remaining at the top of their game in this competitive landscape:

#### **CAMPUS 42 - NO CODE**

Campus visit to learn first-hand about the experiences of joining and building a company.



#### **INNOVATION AND RESILIENCE**

We will meet entrepreneurs and leaders that had to adapt to the market while managing the real-time complexities of the market pulse, customer tendencies, competitive pressures, and brand position. monetising their careers.



**BOOTCAMP**

# Data-Driven Decision Making for Business





# BOOTCAMP

## Data-Driven Decision Making for Business

Hands-on training in the use of quantitative methods and software for making successful business decisions. Hands-on training in the use of quantitative methods and software for making successful business decisions. Deepen knowledge of various technologies and best practices in applying methodologies that impact business processes for optimal data-driven management. This bootcamp consists of a mix of different components grouped around different axes that are an extension of the overall bootcamp.



### Purpose

Acquire knowledge about various technologies and methods that directly or indirectly affect the world of data.



### Objective

Gain an analytical mindset for better decision-making in your business and use data to make informed and verified decisions to drive business growth.



# BOOTCAMP

## Data-Driven Decision Making for Business

### Schedule

9h to 19.30h

Monday to Friday



### Business Analytics

How analytics facilitates business decision-making. An explanation of how to approach each of the technical problems from a business point of view and what processes and indicators are necessary to solve each decision.



### Cybersecurity and Data Protection

Security challenges in data protection and how cybersecurity helps to solve them.



### Data Science & AI

Advanced analysis options and how to approach these projects effectively.



### Analytics Operations

Organise IT needs concerning data and their relationship to the rest of the business organisation.



### Data Governance

How to structure and manage data within an organization to ensure its value to the business.



### Hands On Training

This workshop focuses on some of the main tools in the world of Analytics. These tools allow us to perform both data visualizations and dashboards for decision-making in the organization as well as Data Science and Artificial Intelligence projects. This workshop gives an introduction and overview of how Python and PowerBI work, their main uses and examples of use cases.

# BOOTCAMP

## Data-Driven Decision Making for Business

### Company visits

T-Systems is a German multinational IT services and consulting company founded in October 2000 and part of the Deutsche Telekom Group. It operates in 27 countries with 38,000 employees.

#### T-SYSTEMS

There will be a company visit to Barcelona's T-Systems headquarters to discuss their innovative approaches, Cloud Business Labs & Academy, Data Exploitation & AI Case, and the overall data-driven management approach.



# eaebarcelona.com

## EAE Business School Barcelona

Queremos dar las gracias a todos los miembros de la Comunidad EAE: alumnos, antiguos alumnos, claustro y staff, que han hecho posible este catálogo. Un colectivo de personas que representan la filosofía y los valores que nos guían en nuestro apasionante viaje. **We make it happen.**

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